

## **CLAIMS**

## 2 What is Claimed is:

3 1. A method of matching an pet with an appropriate product comprising the  
4 steps of

5 a. assigning a breed code to a plurality of breeds of a pet based on  
6 predetermined criteria;

7 b. categorizing a product to determine whether said product is

8 appropriate for said plurality of breeds of said pet assigned to said breed code;

9 c. publishing said assignment of said breed code and said

10 categorization of said product to allow a consumer to appropriately match said product with the consumer's needs.

1 2. The method of Claim 1, said pet being a dog, said predetermined criteria  
2 for assigning said breed code to said plurality of breeds of said pet comprising:

3 a. assigning an exercise factor to each of said breeds of said pet  
4 based on predetermined criteria:

5                   b.        assigning a weight factor to each of said breeds of said pet based  
6        on predetermined criteria:

7 c. combining said exercise factor and said weight factor in a  
8 predetermined manner to determine said breed code.

1           3.       The method of Claim 2, said weight factor being a numerical weight  
2       factor and said exercise factor being a numerical exercise factor, said

3 predetermined manner for combining said exercise factor and said weight factor  
4 comprising addition of said exercise factor and said weight factor.

1           4. The method of Claim 1, said pet being a cat, said predetermined  
2 criteria for assigning said breed code to said plurality of breeds of said pet  
3 comprising:

4           a. assigning a temperament factor to each of said plurality of breeds  
5 of said pet based on predetermined criteria;

6           b. assigning a need for attention factor to each of said plurality of  
7 breeds of said pet based on predetermined criteria;

8           c. combining said temperament factor and said need for attention  
9 factor to determine said breed code.

1           5. The method of Claim 6, said temperament factor being a numerical  
2 temperament factor and said need for attention factor being a numerical need for  
3 attention factor, said predetermined manner for combining said temperament  
4 factor and said need for attention factor comprising addition of said temperament  
5 factor and said need for attention factor.

1           6. A method for matching a pet with an appropriate product  
2 comprising placing indicia on a product for a pet or on a container therefor, or on  
3 any means in the proximity thereof, that indicates its compatibility with the pet  
4 having the same indicia or a corresponding indicia.

1           7. The method of Claim 6, said indicia comprising a breed code.

1       8.     A product for a pet or a container therefor having thereon indicia  
2 indicating that the product is compatible with a pet having the same or  
3 corresponding indicia to the indicia assigned thereto.

1       9.     The product of Claim 8, said indicia comprising a breed code.

1       10.    An apparatus for matching a pet with an appropriate product  
2 comprising a client computer programmed to receive from a server computer  
3 over a computer network and to display to a user an identification of a product  
4 and further programmed to display indicia indicating that the product is  
5 compatible with a pet having the same indicia or corresponding indicia.

1       11.    The apparatus of Claim 10, said indicia comprising a breed code.

1       12.    An apparatus for matching a pet with an appropriate product  
2 comprising a server computer programmed to transmit over a computer network  
3 to a server computer for display to a user an identification of a product and  
4 indicia indicating that the product is compatible with a pet having the same or  
5 corresponding indicia.

6       13.    The apparatus of Claim 12, said indicia comprising a breed code.

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